

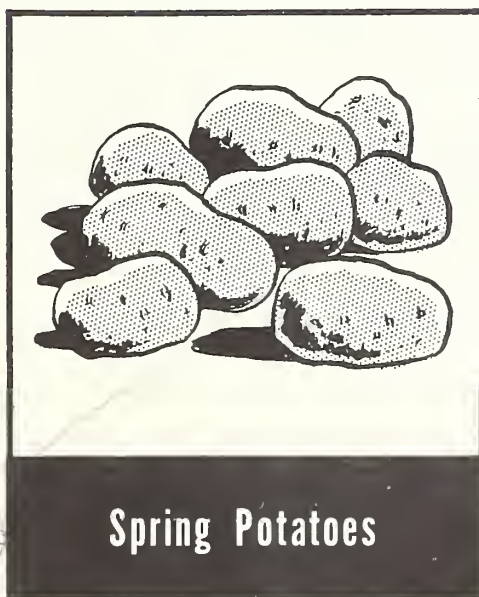
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1964

Acreage Marketing Guides



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F O R E W O R D

The acreage-marketing guides program is designed to help growers in appraising the markets for their commodities and developing a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for potatoes and each major commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the different commodities closely throughout the year. They analyze the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for vegetables are given full consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for each commodity. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies - enough to satisfy consumers' needs but not so much that prices get depressed.

The guide for each commodity is presented in terms of a percentage change in acreage from the preceding year's acreage. Each grower then can apply this percentage change to his own operation and obtain his individual guide. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The fundamental concept behind the guides program is that, given the latest information available, the grower will make intelligent decisions for his and the industry's best interest. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1964 ACREAGE-MARKETING GUIDES
Potatoes - Early and Late Spring

The basic objective of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The performance of every potato producer has a bearing upon the ultimate market for this commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreages in accordance with the individual State guide. For example, when it is recommended that the 1964 acreage in a State be reduced 4 percent from the acreage planted in 1963, every grower in that State should reduce his plantings by 4 percent.

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns. The recommendations also assume average yields in recent years will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

Before planting time, growers and processors should evaluate carefully their potential outlets. Potato producing areas which have developed local outlets such as starch processing facilities or livestock feeding programs for the utilization of culls and other low-grade potatoes have assured themselves of a valuable price stabilizer. Areas without such local outlets for the utilization of low-grade supplies should make efforts to establish them. The Department stands ready to provide guidance and suggestions for such endeavors.

I. DEMAND FOR POTATOES IN 1964

Prices received for 1964 spring crop potatoes will be influenced by the timeliness of spring harvests, the volume and quality produced, and the pattern of shipments. In addition, prices will be influenced by the quantities of storage and processed food potatoes which will be carried forward and marketed in the spring months. In 1964, these supplies to be carried forward can be expected to be at least as large as in 1963, and as a result will act as a check to market penetration of supplies originating in spring crop areas.

General economic conditions which may affect consumers' incomes and resulting demand for foods also affect commodity markets. Increasing consumer spending, business investment and government purchases point to continued growth in production and general business through the coming winter and spring. Business investment outlays, which were lagging during the current economic expansion, picked up recently in response to continued strong demands in the consumer and government sectors and are expected to rise further in the coming months. The general level of output in the spring, measured in terms of the value of final products, may total around 5 percent above a year earlier leading to further increases in employment and consumer income. Rising real income per capita and an increasing population indicate further increases in domestic demands for farm products.

II. POTATO REVIEW

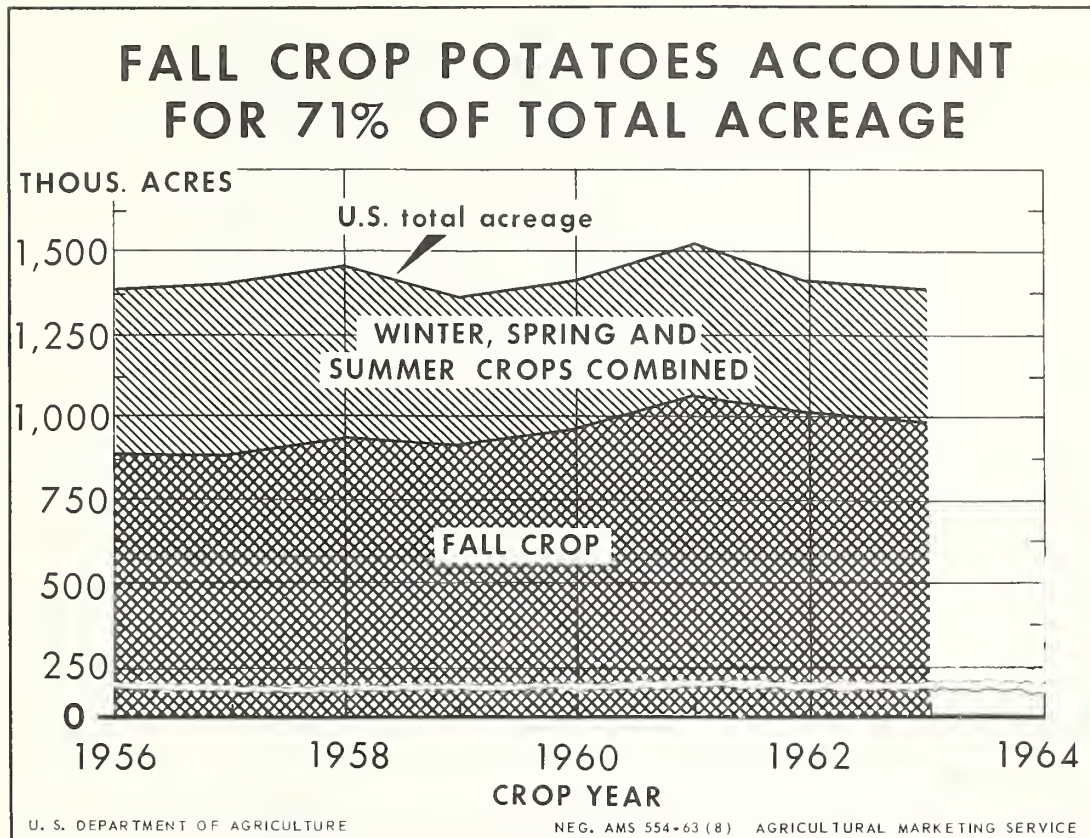
Potato growers in the marketing year ahead will be called upon to supply the potato needs of 190 million consumers. In total, these consumers provide one of the largest, one of the most competitive, and potentially, the most rewarding potato market in the world. Growers again will be challenged to provide enough but not too many potatoes for this market. If growers provide just enough potatoes, market rewards will be generous. But if they provide too many, market discipline in the form of depressed prices will follow. And growers will experience financial hardships as they have had in too many recent years.

Only through careful crop planning by growers can chronic potato surpluses be eliminated. Careful planning requires a realistic appraisal of the total supply of potatoes that can be successfully marketed, and the acreage needed to produce this supply.

Potato acreage is being maintained at a relatively high level. This high level of acreage combined with the continuing gains in yield per acre is resulting in chronic potato surpluses.

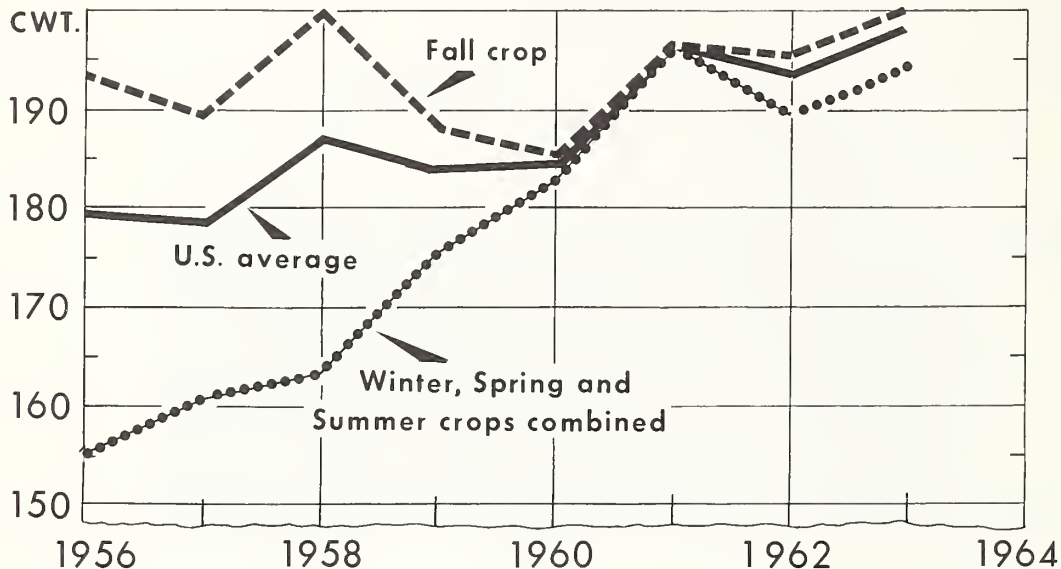
Gains in potato production per acre are likely to continue. In the crop years ahead, this means that total potato acreage must be held in check if the resulting supplies are to show a long-term balance.

A general review of levels and trends in the potato industry is provided in the charts and commentary on the thirteen pages that follow. These levels and trends are considered in preparing the national and seasonal acreage-marketing guides recommendations. The charts on pages 7 and 9, for example, show the gradual build-up and concentration of potato acreage and production in the fall group of states. The resulting supply of fall crop storage potatoes carried forward for marketing in the spring has increased competitive pressures for spring crop potato growers.



Less than one-half of one percent of the Nation's cropland is used for growing potatoes. Total acreage planted to all crops has shown a sharp decline, particularly since 1955. But total potato acreage has been holding within a relatively narrow range. From 1956 through 1963, total plantings averaged approximately 85,000 acres above the USDA annual acreage guide recommendations. Since 1956, year-to-year changes in total potato acreage have averaged almost 5 percent. The percentage of the U.S. acreage planted for fall harvest increased from 64 percent in 1956 to 71 percent in 1963. The winter, spring and summer acreages combined, which totaled 505,700 acres in 1956, amounted to only 411,700 acres in 1963, a decline of almost 20 percent in the eight-year period. The divergent trends in seasonal acreages are expected to continue. However, the trends may not be as pronounced as those shown in recent years.

INCREASE IN POTATO YIELD PER ACRE SLOWS DOWN



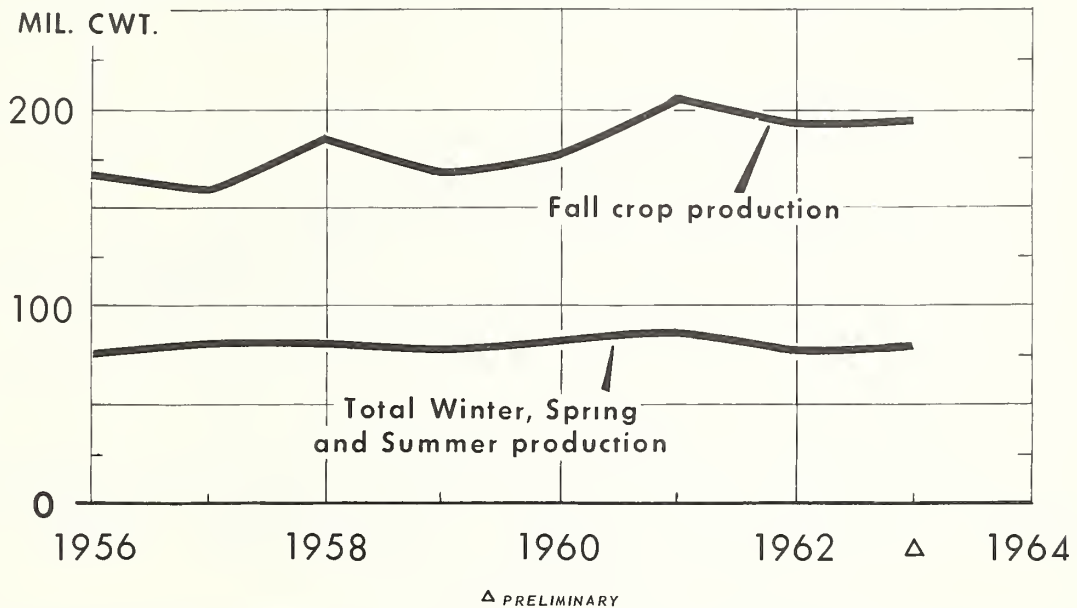
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NEG. AMS 553-63 (8) AGRICULTURAL MARKETING SERVICE

Potato production per acre has risen more than 10 percent since 1956, and more than 100 percent since the mid-1940s. This year, a record U.S. average yield per acre is in prospect. Mild fall weather, particularly in producing areas west of the Mississippi River, has resulted in an extended growing season and a boost in yield per acre.

Many factors have contributed to the upward trend in yields. These include a shift to high-yield varieties, better seed, more fertilizer, more irrigation, wider use of pest controls, and improved machinery and equipment which have aided tillage practices. Probably the most important factor has been the decline in the use of marginal acreage or lands poorly suited for growing potatoes, and shift to and increase in acreages in high-yield areas. Potato yields per acre are likely to continue to trend upward.

FALL POTATOES ACCOUNT FOR 71% OF TOTAL PRODUCTION



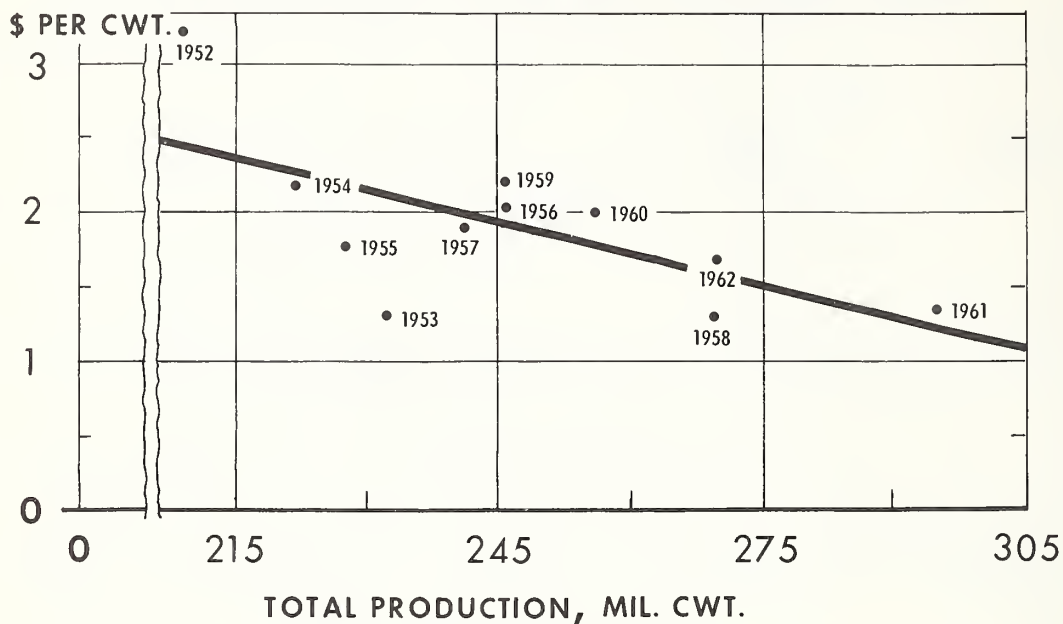
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Seasonal trends in potato acreage and production are similar; fall producing areas have accounted for an increasing percentage of the U.S. potato acreage and production, while winter, spring and summer crop areas combined have shown a decreasing percentage. When related to our growing population, winter, spring and summer production combined shows a declining trend in per capita supply. This has been offset by the erratic upward trend in the per capita supply available from the fall crop.

From 1956 through 1963, annual changes in U.S. potato production averaged 7 percent. Year-to-year changes in total production were due largely to changes in the output of fall crop potatoes. Large potato crops are the rule. U.S. production peaked in 1961 when the crop totaled 293.6 million hundredweight. Production dropped 9 percent in 1962 or to 266.7 million hundredweight. For the 1963 crop, the preliminary estimate is 273.4 million hundredweight, almost 3 percent more than in 1962.

POTATO PRODUCTION AND AVERAGE PRICE RECEIVED BY FARMERS



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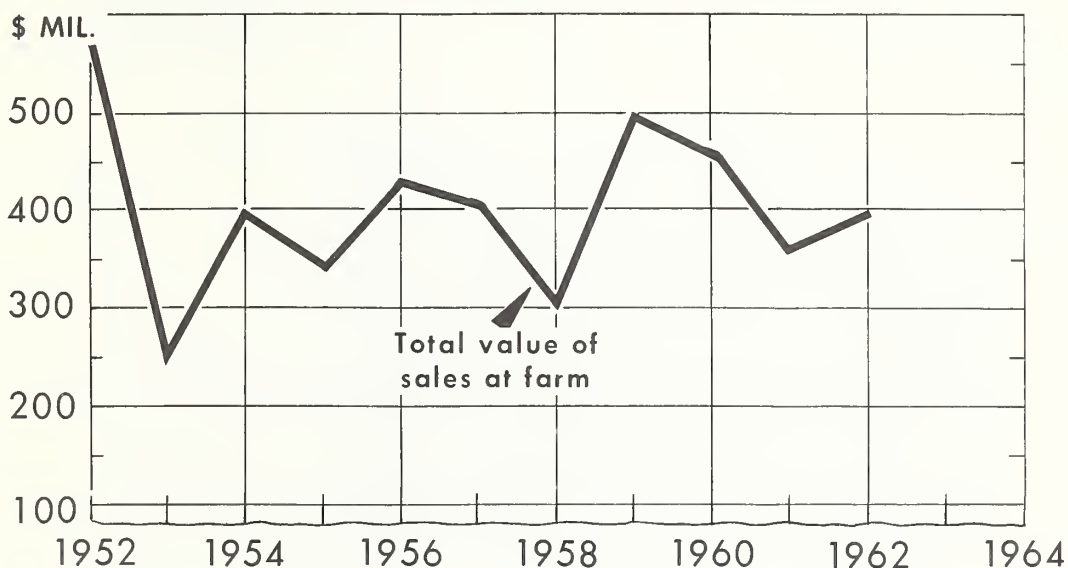
NEG. AMS 550-63 (8) AGRICULTURAL MARKETING SERVICE

In the chart above, the black diagonal line represents the 1952-62 average relationship of potato production and the crop year average price received by farmers. For each one million hundredweight change in production, the computed change in price in the opposite direction is 1.45 cents per hundredweight. Based on these eleven observations, for example, the average price received for a 275-million-hundredweight crop could be expected to be 43.5 cents per hundredweight less than the average price received for a 245-million-hundredweight crop. From 1952 through 1962, year-to-year changes in potato prices at the farm averaged 33 percent.

In 1952, U.S. potato production was relatively small, and followed the "short" 1951 crop which amounted to only 195.8 million hundredweight. A strong market prevailed during the 1952 shipping season, and a high average price was reported by growers.

The record 1961 tonnage of 293.6 million hundredweight (which was almost 100 million hundredweight more than the short 1951 crop) resulted in a low average price paid to farmers. Section 32 diversion programs were conducted each crop year from 1953 through 1962 except in 1959.

SINCE 1953, AVERAGE POTATO CROP SOLD FOR \$383 MILLION



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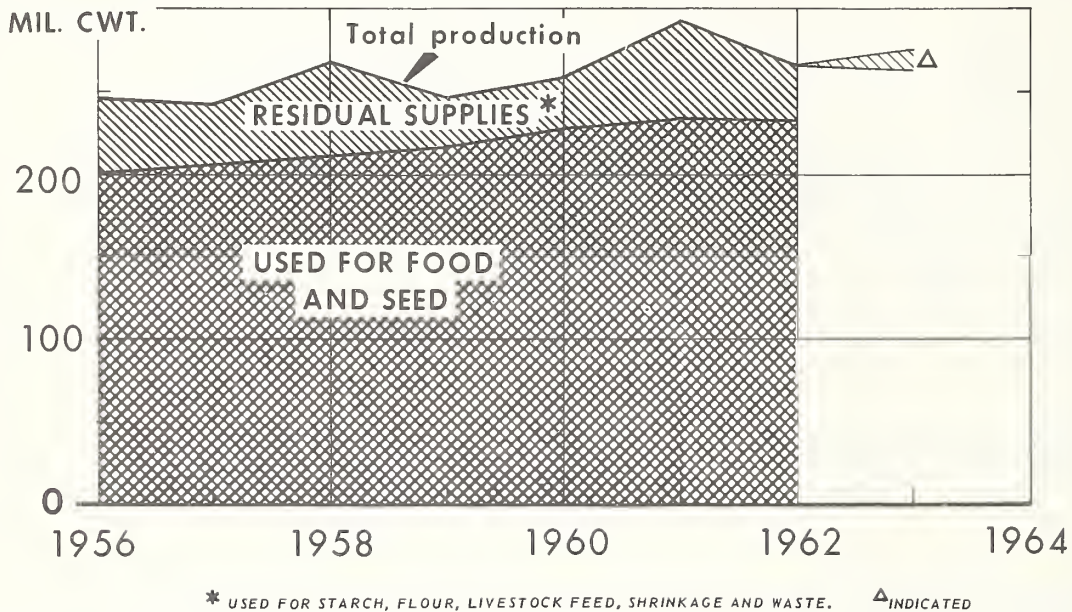
NEG. AMS 560-63 (8) AGRICULTURAL MARKETING SERVICE

In the past decade potato growers' income fluctuated widely. From 1952 to 1953, for example, total value of sales dropped \$317 million or 56 percent; in 1959, value increased by \$186 million or by 61 percent compared with a year earlier. Between 1953 and 1962, year-to-year changes in the total farm value of potato sales averaged 28 percent.

Gross income per potato farm has shown a gain in the past decade. This has been due partly to the decline in the total number of potato farms and partly to gains in the quantity sold on the remaining farms. In 1954, for example, 24,674 potato farms each growing 10 or more acres of potatoes received the bulk of the estimated \$400 million of sales. In 1959, there were only 19,988 farms, 10 acres or larger, and these farmers received most of the \$500 million of sales.

In producing their crop, potato farmers have shifted away from on-farm resources to off-farm. Farmers have increased their use of purchased inputs, such as fertilizer and machinery. These costs tend to over-shadow the relatively fixed cost inputs, such as land and labor. This shift to purchased inputs has resulted in a more vulnerable financial position for farmers. The sharply fluctuating potato market has resulted in financial hardships.

POTATO PRODUCTION MORE THAN ADEQUATE FOR GROWING DEMAND



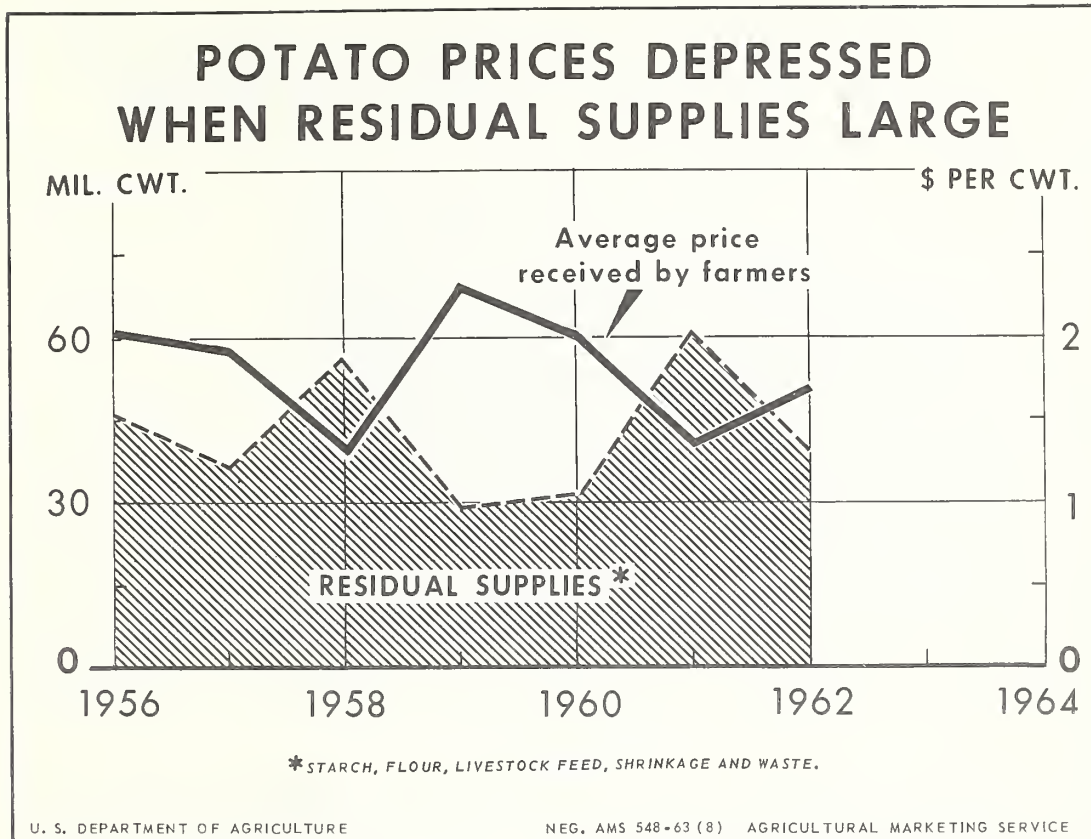
* USED FOR STARCH, FLOUR, LIVESTOCK FEED, SHRINKAGE AND WASTE. Δ INDICATED

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NEG. AMS 549-63 (8) AGRICULTURAL MARKETING SERVICE

In spite of rising yields per acre, potato acreage has been maintained at a high level, and in most years, the resulting production has been substantially in excess of market needs. Chronic surpluses have been the rule. The market for food potatoes is expanding slowly, about in line with growth in population. From 1956 through 1962, the gain in utilization in food and seed markets combined averaged approximately 2.5 percent per year. In the crop years ahead, however, it cannot be assumed that gains in use in food markets will be as large as those in past years. Competing foods can be expected to continue in adequate supply, and as a result, will act as a check on the demand for potatoes.

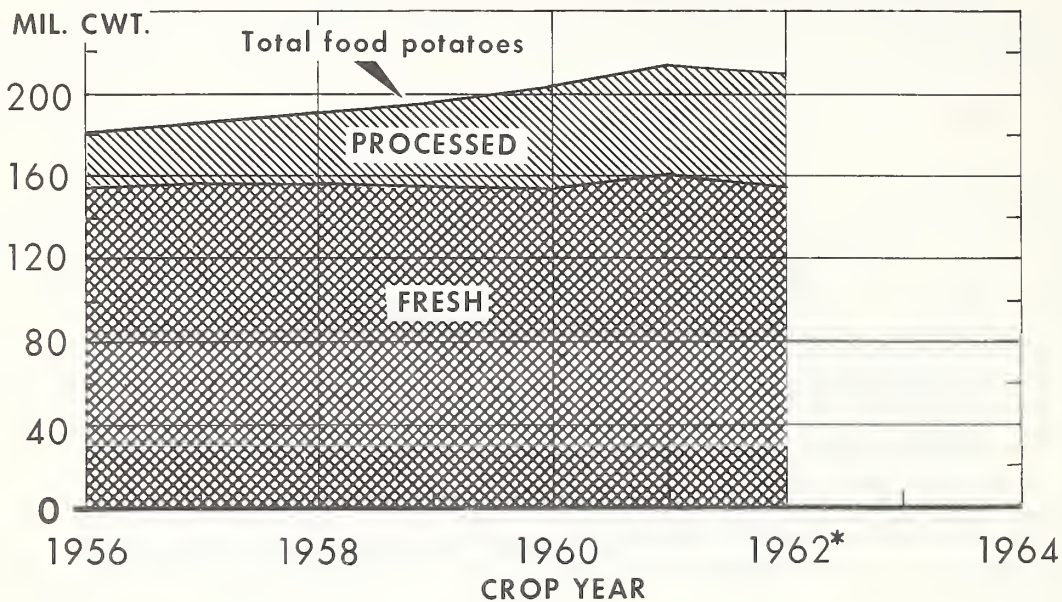
In the 1964 marketing year, it is estimated that potato needs can be met with a total crop of 253 million hundredweight. This quantity would provide adequate supplies for food and seed markets, and allow for losses in the grading process and for shrinkage and waste.



The so-called potato residual represents supplies in excess of food and seed needs and which are moved to starch, flour and livestock feed outlets, or are lost through shrinkage and waste. The total residual varies in the same direction as the size of the crop. Since 1956, the residual supply has ranged from approximately 30 million hundredweight to 60 million. Extremely high residual supplies resulted in the 1958 crop year, and again in 1961. In 1958, 23.5 million hundredweight, or 42 percent of the residual, was accounted for in the Section 32 diversion program, as was almost one-half of the 1962 residual.

Prices received by farmers show an inverse relationship with the total residual. Extremely large residual supplies result in continued pressure on prices, particularly during the fall marketing season. An objective of the USDA marketing guide is to bring about a balance in supply, and a reduction in the residual.

RISE IN POTATO CONSUMPTION HALTS; PROCESSED USE SHOWS INCREASE



* PRELIMINARY.

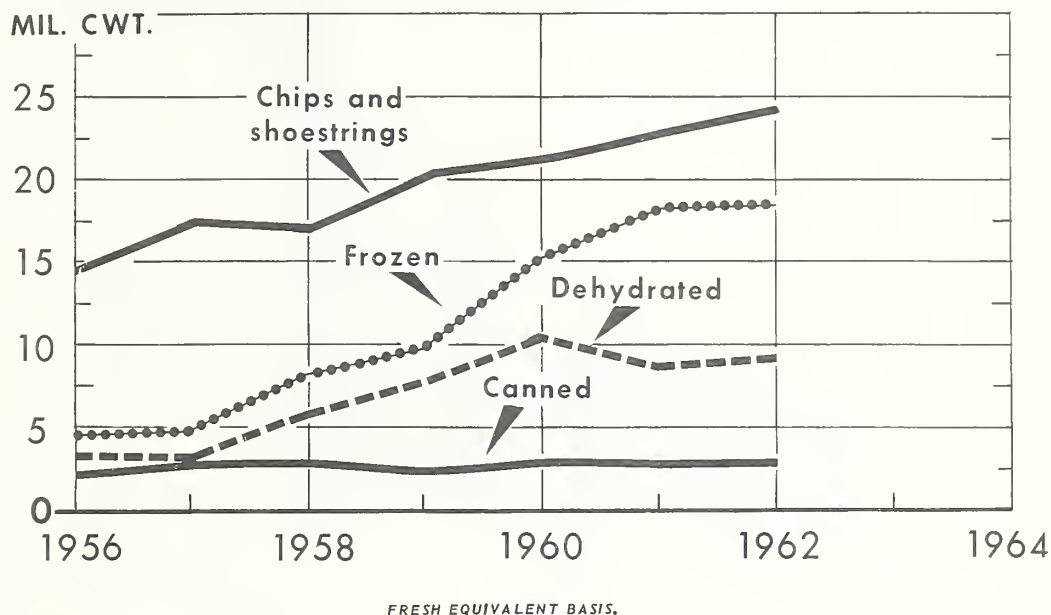
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NEG. AMS 558-63 (8) AGRICULTURAL MARKETING SERVICE

The fresh table market continues as the biggest outlet for potatoes. Total use of fresh supplies held within a narrow range from 1956 to 1962; average consumption was 156 million hundredweight. Since 1956, use of potatoes in farm households has declined sharply, from 9.3 million hundredweight in 1956 to 4.8 million in 1962. This has been due largely to the drop in the number of potato farms.

Since 1956, use of potatoes for processed foods has more than doubled, increasing from 24.7 million hundredweight in 1956 to 54.5 million in 1962. In 1962, 44 percent of the tonnage processed into food products was used for potato chips and shoestrings. Frozen products, largely frozen French fried, accounted for 34 percent, and dehydrated products, accounted for 17 percent. The remainder, 5 percent, was canned or used in soups and stews. In 1962, for each 100 pounds of potatoes consumed, 74 pounds consisted of fresh potatoes and 26 pounds consisted of processed items. Per capita consumption of potatoes currently is estimated at 110 pounds or more per year.

VOLUME OF POTATOES FOR FOOD PRODUCTS SHOWS GAIN

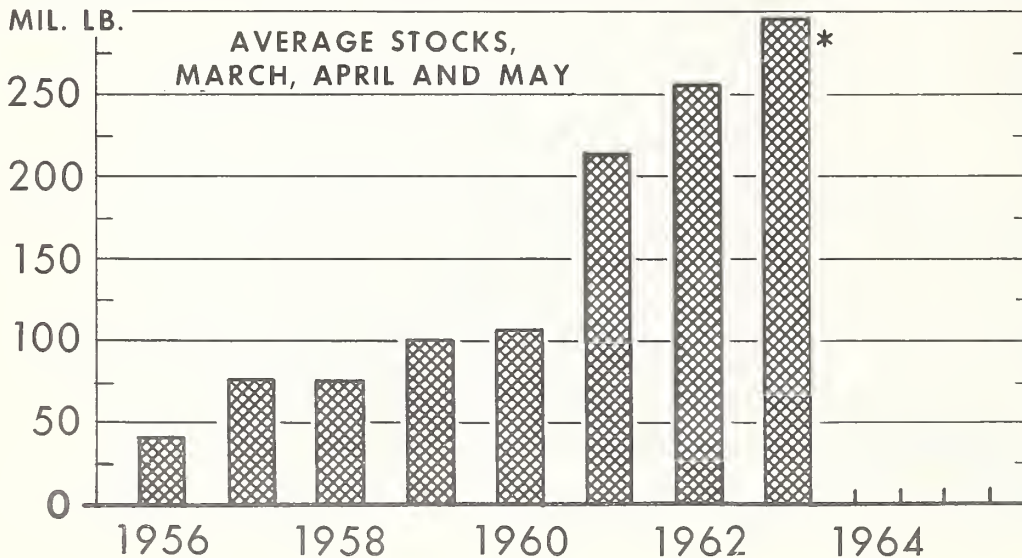


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NEG. AMS 557-63 (8) AGRICULTURAL MARKETING SERVICE

The uptrend in the total quantity of potatoes used in food products continued in the 1962 crop year. This was due largely to the gain in potatoes used for chips. The total quantity of potatoes used in frozen products in 1962 was practically unchanged compared with a year earlier. The tonnage used for dehydrated products which dropped 16 percent in 1961, increased 9 percent in 1962. The total quantity of potatoes used for processed products is expected to continue to increase. Most likely, the rate of increase will be less pronounced compared with gains in recent years.

FROZEN FRENCH FRIED POTATO STOCKS IN COLD STORAGES IN SPRING MONTHS TREND UPWARD



* PRELIMINARY.

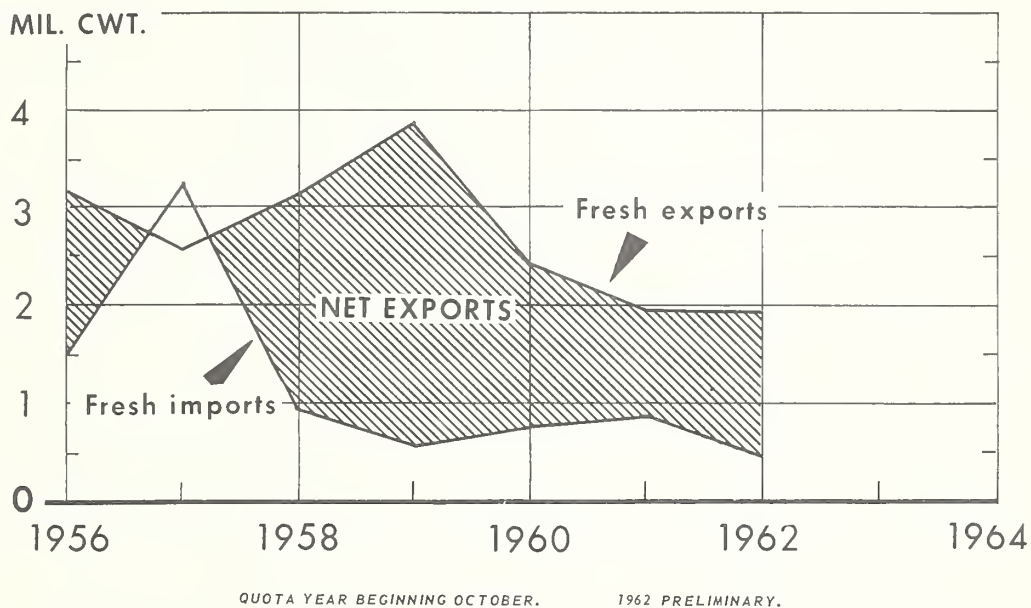
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NEG. AMS 380-62 (11) AGRICULTURAL MARKETING SERVICE

The pack of frozen potato products in 1962 amounted to 761.6 million pounds, according to the National Association of Frozen Food Packers. This compared with 579.2 million in 1961 and 269.5 million in 1958. Approximately 85.5 percent of the 1962 frozen pack consisted of French Fried. The remainder consisted of such products as whipped and diced, water blanched, baked, hash browns, puffs patties, rissole and shredded potatoes.

Inventories of frozen potatoes have been peaking in the late winter and early spring. These inventories, of course, provide significant competition in market outlets with storage and new spring potatoes. Since the spring of 1963, inventories of frozen potatoes have declined sharply, and holdings in the fall of 1963 compared favorably with 1962.

U.S. POTATO EXPORTS STEADY, IMPORTS DECLINE

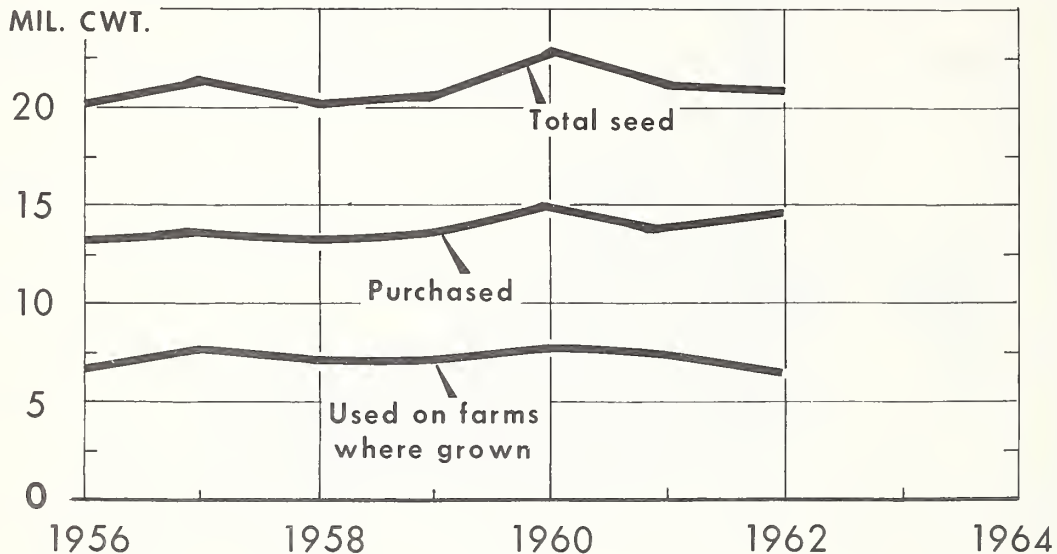


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NEG. AMS 547-63 (8) AGRICULTURAL MARKETING SERVICE

Foreign trade in potatoes will continue to have, as in the past, a relatively limited impact on the domestic market. Exports of fresh potatoes, however, have been of significance to a few producing areas on a few occasions, such as the shipments of Maine potatoes to western Europe early in 1963. Some domestic processed potatoes have been moved into foreign markets. In most years, exports of fresh potatoes exceed imports. Net exports have been ranging from one to two million hundredweight. Most of this trade has been with Canada.

POTATO SEED USE STEADY; OFF-FARM PURCHASES GAIN



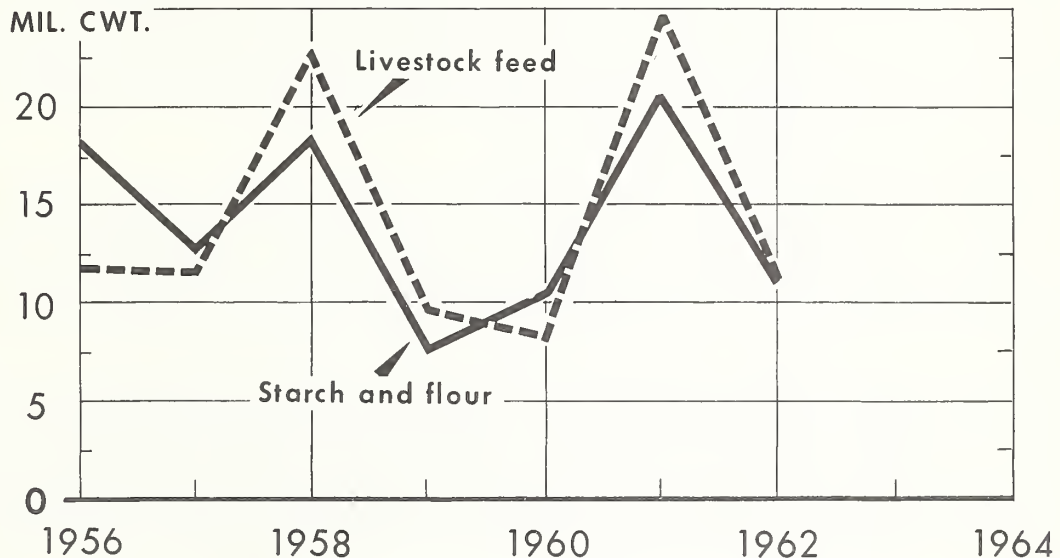
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NEG. AMS 551-63 (8) AGRICULTURAL MARKETING SERVICE

Certified seed production is much greater than seed needs, and most of the excess tonnage is moved into food markets. In recent years, utilization of potatoes for seed has held within a narrow range. Seeding rate per acre varies by States; the average application is approximately 15 hundredweight.

Production of certified seed potatoes in 1962 totaled 37.3 million hundredweight, according to reports assembled by the Crop Reporting Board from certifying agencies in 27 States. With 56 percent of the national total, Maine continued as leader in output of certified seed. Sixty-four varieties recognized by the Crop Improvement Associations were certified in 1962. The Katahdin (round white) variety accounted for 42 percent of the total seed produced. The Russet Burbank, which accounted for 19 percent of the production, was the second ranking variety.

USE OF POTATOES FOR STARCH AND FEED VARIES WITH SIZE OF CROP



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 559-63 (8) AGRICULTURAL MARKETING SERVICE

Supplies of potatoes in excess of food and seed needs and those removed in the grading process are used largely in the manufacture of starch and flour or fed to livestock. The bulk of the starch and flour is processed in plants located in Maine and Idaho. Most of the potatoes fed to livestock originate in fall producing areas. In addition, some quantities of California spring potatoes are sold for livestock feed. Starch, flour and livestock feed outlets combined utilized more than 15 percent of the U.S. total production in 1958 and in 1961, compared with 7 percent in 1959 and in 1960. Since 1957, these two outlets have shown similar patterns in utilization.

III. DEVELOPMENT OF GUIDES

The spring guide recommendations were prepared after review and establishment of the 1964 national marketing guide and tentative assessment of 1964 acreage-marketing guides for early summer, late summer and fall crop producing areas. In the development of the national, seasonal and state guides, the procedure is to establish a balance sheet showing production and utilization by outlets in recent crop years. Market supply and price relationships are reviewed. Levels and trends in use by outlets are carried forward to establish probable uses in the crop year ahead. The sum of the probable uses is the national marketing guide. The national marketing guide was allocated to the seasonal crops, and to States and areas within the seasonal group on the basis of 1960-63 average production relationships.

For the 1964 crop year, a national potato marketing guide of 253 million hundredweight is recommended. This quantity is equal to the 1963 marketing guide, but 7 percent less than the 1963 production (preliminary) of 273.4 million hundredweight, and 5 percent less than the 1958-62 average of 266.1 million.

The principal uses of potatoes are: (1) food, fresh and processed; (2) seed, produced on-farm or purchased from other farmers; and (3) disposition of low quality or surplus quantities to starch and livestock feed outlets, plus use on farms for livestock feed, and shrinkage, waste and loss (the residual). In the 1964 marketing year, the quantities of potatoes needed for each of these principal uses are listed below:

<u>Utilization items</u>	<u>Quantity - Million cwt.</u>
Food	212.8
Seed	20.0
Residual	20.2
National marketing guide	<u>253.0</u>

The national marketing guide of 253 million hundredweight was allocated to the seasonal crops (except the winter crop) on the basis of the 1960-63 average production history. In the four years, 1960-63, the spring crop accounted for 10.7 percent of the U.S. average production. The total spring marketing guide for 1964 is 27.2 million hundredweight, 10.7 percent of the national marketing guide.

The seasonal marketing guides suggested for 1964 are listed on the following page.

Potatoes: Seasonal marketing guides for 1964

Season	:	Marketing guide,
	:	1964
- - - - - Million cwt. - - - - -		
Winter (issued July, 1963)		3.8
Early Spring		4.4
Late Spring		22.7
Early Summer		13.0
Late Summer		31.8
Fall		177.3
Total		253.0

The total spring marketing guide was allocated to States and areas within the seasonal group on the basis of a uniform percentage of the 1960-63 average production. This step resulted because the sum of the average production by State and area exceeded the marketing guide target. The resulting marketing guide for each spring State and area was translated into respective acreage guides by dividing the marketing guide by an estimated 1964 yield per acre. The estimated yield is the average of the two highest yields per acre in the four years, 1960-63. Where necessary, the resulting acreage guides were adjusted so that guides for all States fell within a range of 85 to 100 percent of the preceding (1963) year's acreage. The method used in allocating the spring guides to each State and area also will be followed in allocating guides to early summer, late summer, and fall producing areas. Acreage-marketing guides for spring producing areas are shown on the following page.

IV. SPRING POTATOES IN 1963

In 1963, total spring potato acreage was 142,700 acres. This was 7 percent above the record-low total of 133,800 acres planted in 1962. All major spring producing areas except North Carolina increased plantings in 1963. Increases included 64 percent in Texas (early spring), 20 percent in Arizona, 13 percent in Florida, 8 percent in Alabama, and 6 percent in California. Growers in North Carolina trimmed total acreage by 3 percent. In the early spring area of Texas, total acreage was 1,800 acres, 700 more than in 1963.

In spite of generally dry weather in April in many areas and continuing cool temperatures in California, the average spring yield per acre harvested was a record 206.5 hundredweight. This compared with 188.8 hundredweight in 1962, and the previous record of 203.5 hundredweight in 1961. Record average yields were reported by growers in North Carolina, Texas (late spring), Arizona and California. In the latter State, yields topped out at 335 hundredweight, 10 more than the previous record set in 1959 and repeated in 1961. In Arizona, yield per acre was a record 280 hundredweight, or 15 above the previous record set in 1957.

S U M M A R Y

1964 Acreage-Marketing Guides Potatoes - Early and Late Spring

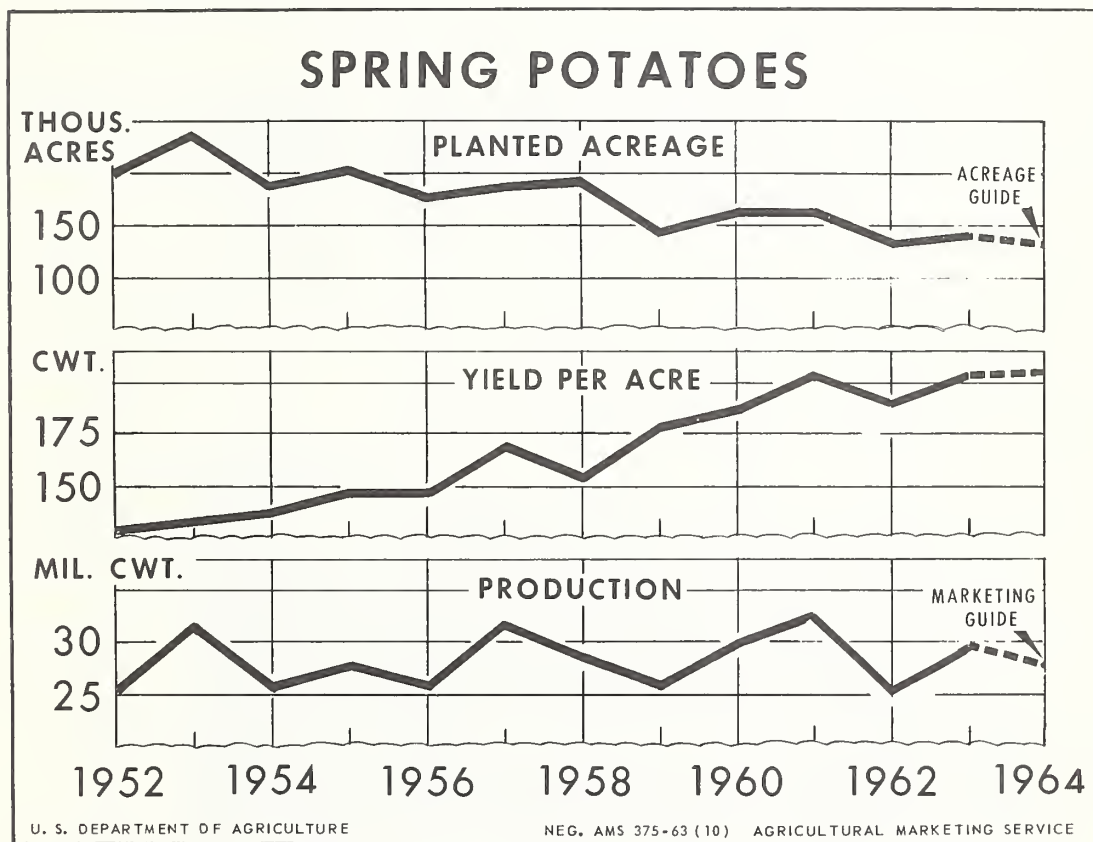
Season and State	:	:	:	Percentage	:
	:	Acreage	:	Acreage	:
	:	planted,	:	acreage	:
	:	1963	:	guide is of	:
	:		:	1963 planted	:
	:	:	:	acreage	:
	:	:	:	guide acreage	:

	<u>Acres</u>	<u>Acres</u>	<u>Percent</u>	<u>1,000</u> <u>cwt.</u>
<u>Early Spring:</u>				
Florida, Hastings	24,000	20,400	85	3,917
Florida, Other	2,400	2,330	97	333
Florida, Total	26,400	22,730	86	4,250
Texas	1,800	1,530	85	199
Total	28,200	24,260	86	4,449
<u>Late Spring:</u>				
N. Carolina, 8 N.E.				
Counties	11,600	11,140	96	1,649
N. Carolina, Other				
Counties	3,400	3,110	91	367
N. Carolina, Total	15,000	14,250	95	2,016
South Carolina	3,500	3,400	97	299
Georgia	300	290	97	19
Alabama, Baldwin	15,000	12,750	85	1,887
Alabama, Other	6,000	5,600	93	549
Alabama, Total	21,000	18,350	87	2,436
Mississippi	3,200	3,120	98	156
Arkansas	3,800	3,690	97	236
Louisiana	4,300	3,660	85	201
Oklahoma	1,600	1,550	97	96
Texas	5,900	5,060	86	435
Arizona	10,200	8,670	85	2,183
California	45,700	44,380	97	14,645
Total	114,500	106,420	93	22,722
Total Spring	142,700	130,680	92	27,171

In 1964, acreage decreases are recommended for all spring potato States. Decreases suggested range from 3 to 15 percent. With average yields by States, the probable production from the guide acreage would be 27.2 million hundred-weight, 7 percent less than the large production in 1963 of 29.2 million.

In 1963, total spring production was estimated at 29.2 million hundredweight. This was 16 percent above the 1962 harvest of 25.1 million hundredweight, but slightly less than the 1957-61 average of 29.6 million. As compared with a year earlier, production in Florida was up 52 percent, Arizona was up 32 percent, and output in California was 10 percent higher. Approximately 52 percent of the spring tonnage originated in California (see chart on page 28), 9 percent originated in Arizona, and 17 percent in Florida.

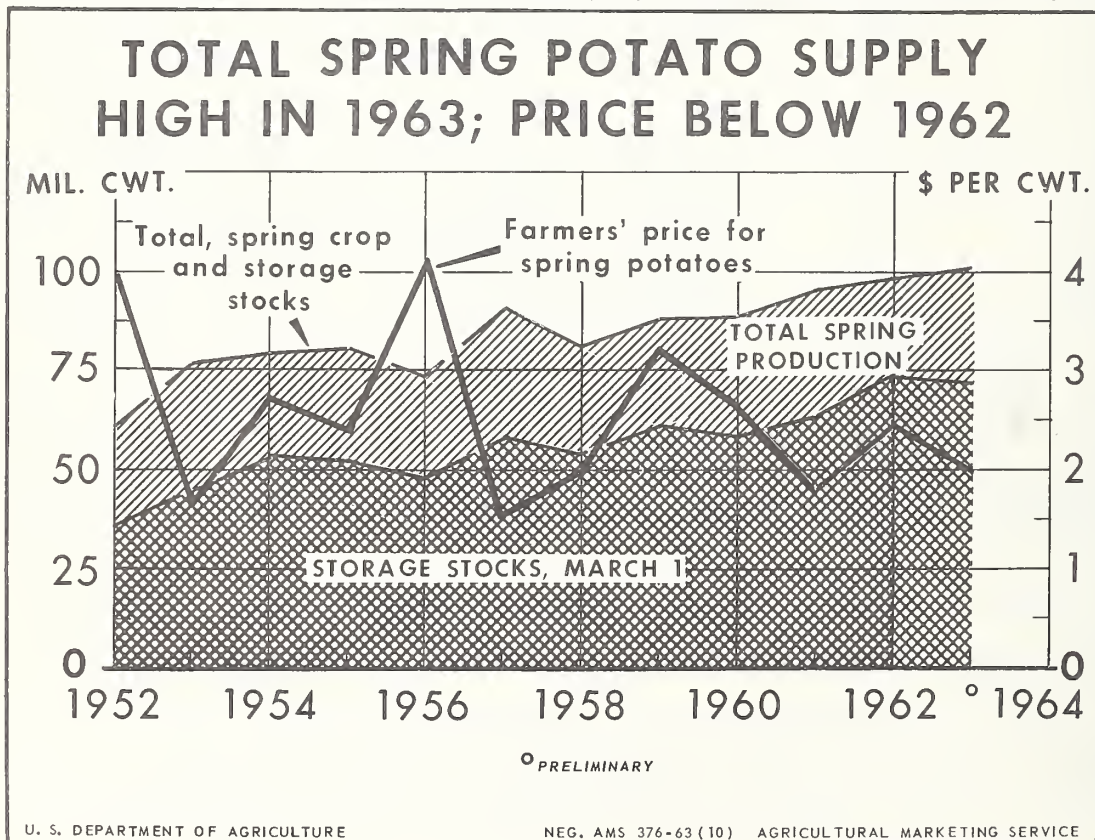
Trends in spring potato acreage, yield, and production and 1964 guide levels are shown in the chart below. Trends in acreage and yield per acre have been about offsetting, and total production of spring potatoes has been maintained. Total production in 1963 approximated the mid-point of the recent range in crop output. When related to our growing population, per capita production of spring potatoes has shown an erratic downward trend.



Active harvest of the spring crop in Florida started early in April. In Kern County, California, light digging of the crop commenced April 7. But due to cool temperatures throughout April which retarded maturity, harvest proceeded slowly, and volume was small through late April. In Arizona, harvest was active by the middle of May. In the Rio Grande Valley of Texas, harvest started the last week in April, and peaked during the first half of May. Digging of the late spring crop in central and east Texas began in late May; the Knox-Haskell area harvest was underway about June 10.

In Baldwin County, Alabama, harvest, which began in mid-May, peaked during the first half of June. In the Sand Mountain area of northern Alabama, harvest began in late June and continued into August. In South Carolina, where spring acreage has trended downward sharply, a few early fields were dug the last week in May. Most of the crop was marketed by June 22. North Carolina growers started harvest by mid-June and shipments peaked late in the month; volume continued seasonally heavy until July 20. Harvest on the Eastern Shore of Virginia was general by late June. As in past years, the North Carolina and Virginia shipping seasons overlapped extensively.

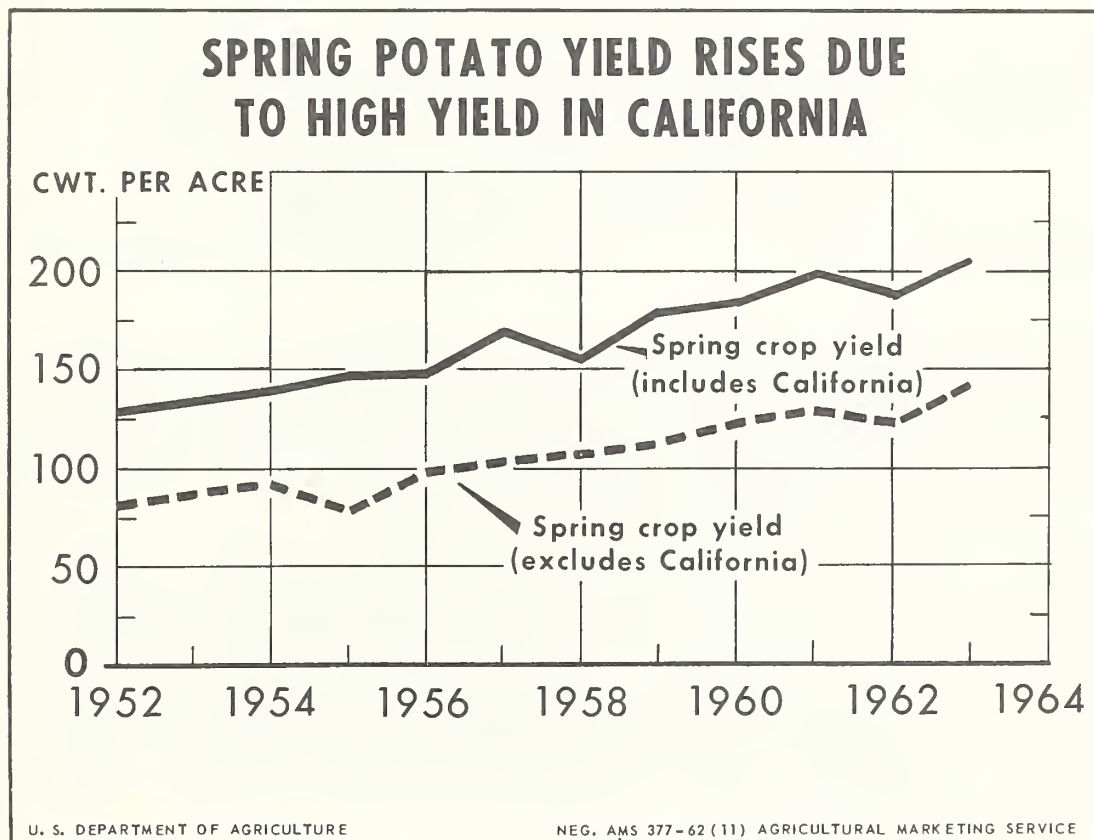
The total supply of potatoes available to food markets in the spring of 1963 was indicated to be a record level (see chart below). Due to large storage supplies, shipments from major fall producing areas continued heavy through late spring. Growers in Maine, for example, shipped approximately 11,100

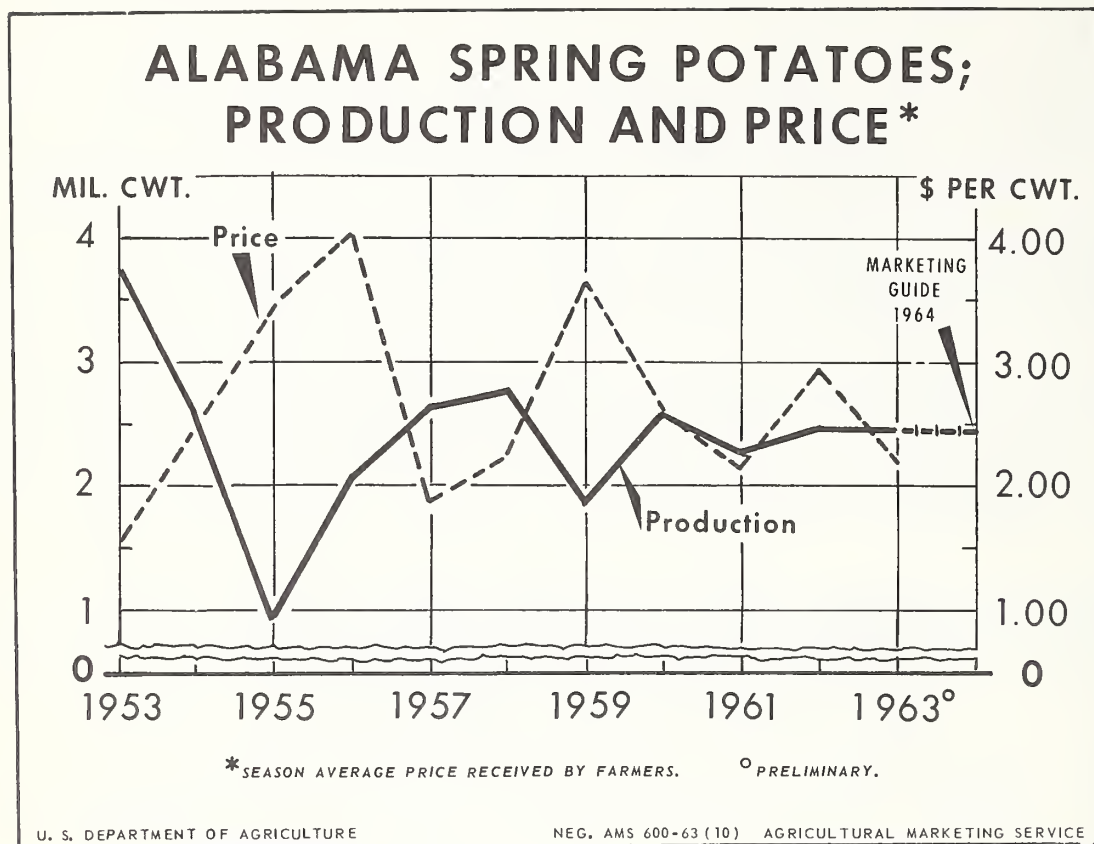


carlot equivalents after April 1. In addition, inventories of processed food potatoes were heavy. Holdings of frozen French fried peaked during the spring (see chart, page 16).

Spring production plus competing supplies of both storage and processed potatoes pressured market outlets throughout the spring. As a result, prices received by growers trended downward during the spring. Prices, however, recovered moderately near the end of the season. The season average price received by farmers for 1963 spring crop potatoes was indicated to be \$1.95 per hundredweight. This compared with \$2.48 in 1962, and \$1.77 in 1961. Additional details on spring potato production in Alabama, Arizona, California, Florida and North Carolina are summarized on the pages that follow.

The average yield per planted acre in spring producing areas increased sharply in the past decade. The 1963 average of 205 hundredweight was 61 percent above the 1952 average of 127 hundredweight. As indicated in the chart below, the average spring crop yield is affected significantly by the inclusion or exclusion of data for California.





Alabama: Since the mid 1950's, potato acreage in Alabama has ranged from 19,400 to 24,600 acres. Average yield per acre has shown a slight upward trend. Since 1960, annual production has held within a narrow range; changes in acreage have been about offset by changes in average yield. Due to adverse weather, short crops resulted in 1955, and again in 1959. In 1953, total acreage and production were at peak levels.

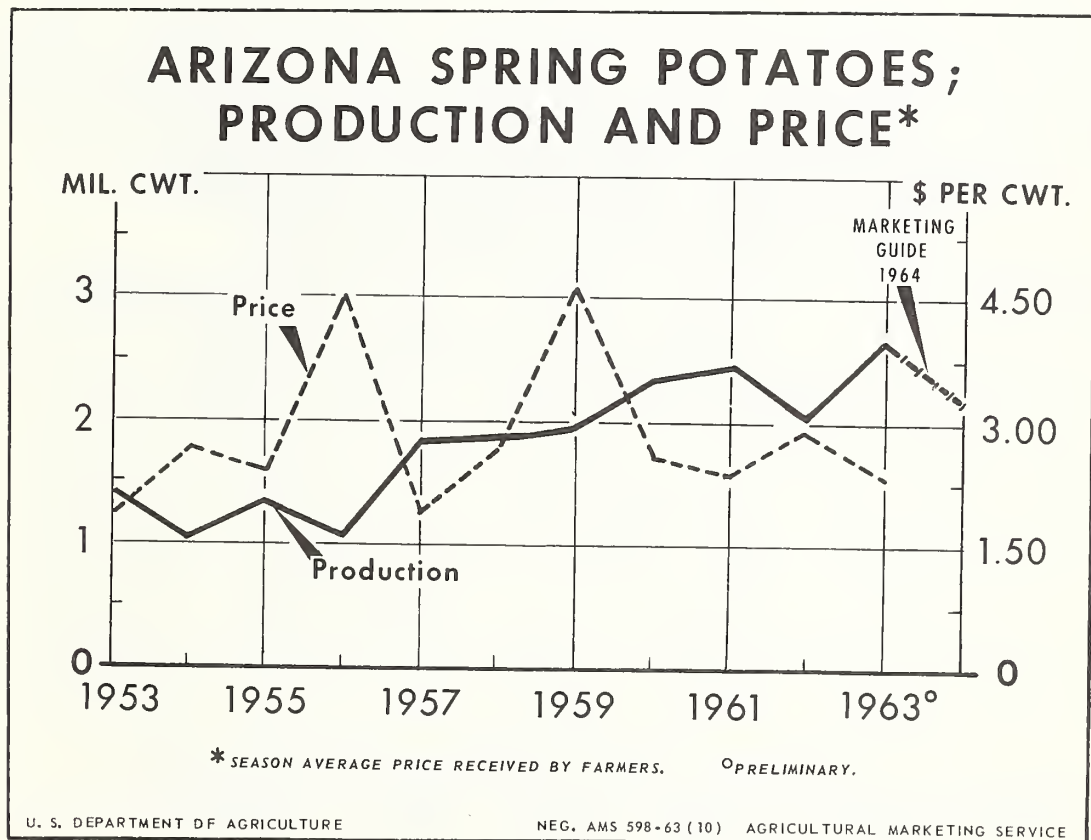
An abnormally dry season in 1963 in the Baldwin area resulted in a delay in crop maturity and poor quality. A heavy loss resulted in the grading process. Due to poor quality, some fields were partially or completely abandoned. Harvest started late, in the middle of May, and was generally ended by heavy rains on June 17. The Sand Mountain area accounted for almost one-fourth of the State's crop. Potato quality in this area in 1963 was about normal. Most of the supply was marketed during July. Prices for 1962 and 1963 crop Alabama potatoes are shown on page 30.

Assuming normal weather and usual timing in harvest, there should be a more satisfactory market for a production in Alabama in 1964 about as large as in 1963.

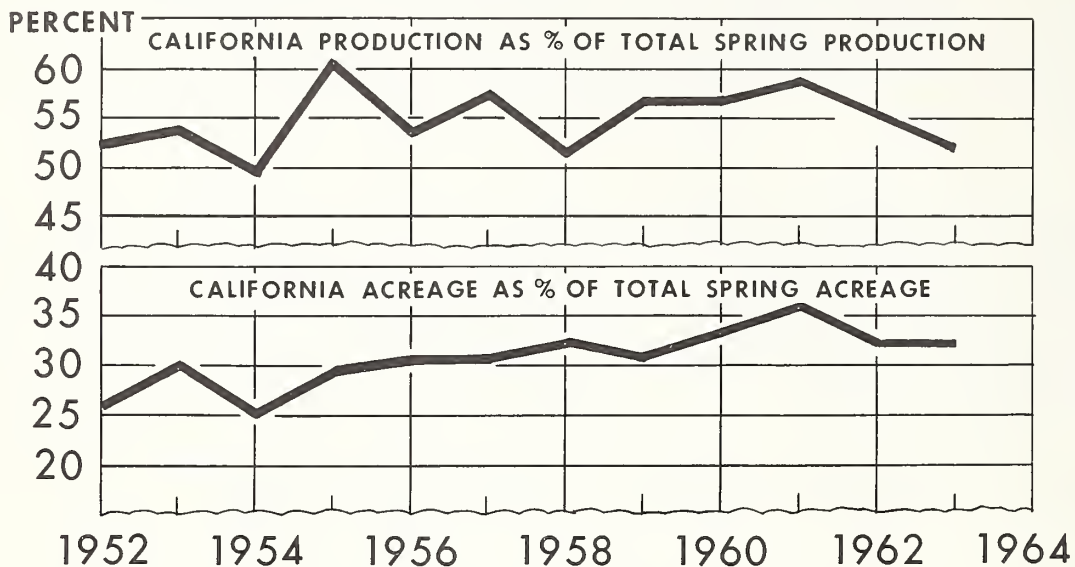
Arizona: Potato acreage in Arizona was increased sharply in 1958. Since then, total acreage has held within a relatively narrow range. In 1963, plantings totaled 10,200 acres. This was 1,700 acres more than in 1962. Due to a record average yield per acre of 280 hundredweight, total production was a record 2.6 million hundredweight and compared with 2.0 million in 1962. Approximately one-half of the crop was estimated to have been used by chip processors, and one-half to have been moved to fresh market outlets. Cullage was heavy on some lots and some acreage of poorer quality potatoes was abandoned.

First shipments moved the second week in May. The bulk of the crop was sold in June, but active marketing continued through the first half of July. At shipping points, round reds, U.S. No. 1, Size A, returned an average price of \$2.23 per cwt. in May, and \$2.00 in June. Prices increased slightly early in July. Prices for long whites ranged mostly from \$1.75 to \$2.25 per cwt. Growers' prices in 1963 were estimated to have averaged 50 cents per cwt. less than in 1962.

Under expected competitive conditions, a 1964 production in Arizona moderately less than in 1963 would be adequate to satisfy market needs.



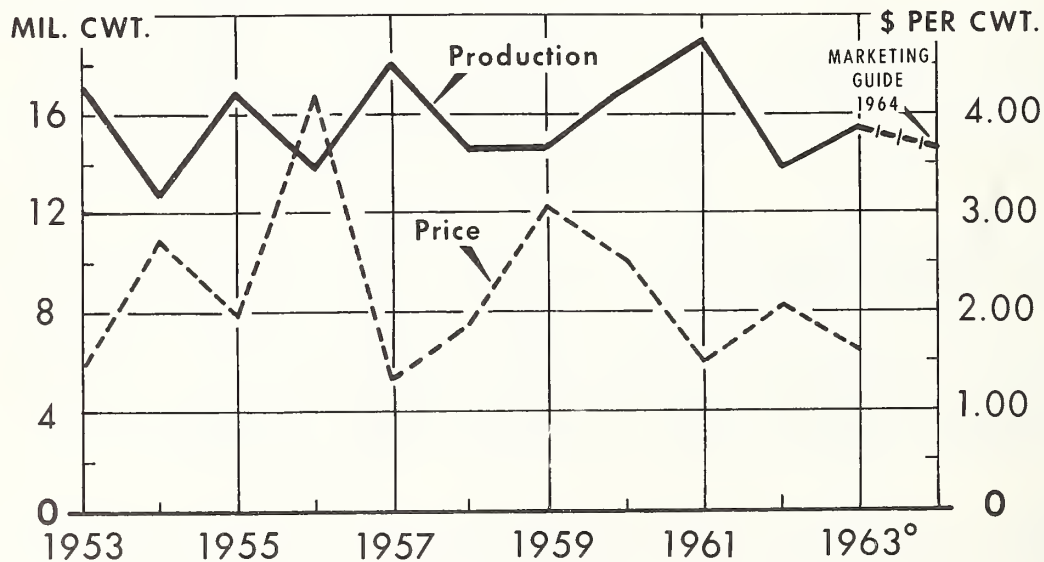
CALIFORNIA PRODUCES MORE THAN ONE-HALF OF SPRING POTATO CROP



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 379-62 (11) AGRICULTURAL MARKETING SERVICE

CALIFORNIA SPRING POTATOES; PRODUCTION AND PRICE*



* SEASON AVERAGE PRICE RECEIVED BY FARMERS.

° PRELIMINARY.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 602-63 (10) AGRICULTURAL MARKETING SERVICE

California: California continues as the major source of spring potatoes. In 1963, acreage in California was increased slightly compared with 1962, but was substantially below average. Due partly to cool temperatures and partly to slowing of harvest in 1963, a record average yield of 335 hundredweight per acre resulted. This was 10 hundredweight more than the area's previous record. Total production was 15.3 million hundredweight, or 10 percent more than the 1962 output, but 8 percent below the 1957-61 average.

Digging started in the Edison district of Kern County on April 7. But cool temperatures throughout April retarded maturity and marketings increased slowly. Volume increased in May. But due to a weak market, growers slowed digging, and the percentage of the crop marketed in May was below average (see table below). Shipments bunched during June, and a substantial acreage was harvested after July 1.

In late May and early June, prices to growers generally were low. As a result, cullage and sales for livestock feed were heavy during this period. During June, prices for long whites at shipping points averaged below \$2.00 per cwt. This was the lowest average since 1958. A summary of California prices is shown on page 30.

In 1964, it is recommended that total production in California be reduced 4 percent compared with 1963. If weather and market conditions permit, growers should plan to harvest a higher percentage of the total acreage in April and May, 1964 than they did in these months in 1963.

Potatoes, Spring Crop, California: Estimated percentage
of the total crop marketed by months, 1959-63

Month	1959	1960	1961	1962	1963
<hr/>					
	<hr/>				
	Percent				
	<hr/>				
April	10	7	5	--	3
May	37	41	33	19	26
June	49	48	51	58	51
July	<u>4</u>	<u>4</u>	<u>11</u>	<u>23</u>	<u>20</u>
Total	100	100	100	100	100

Potatoes: Average f.o.b. prices at California, Florida,
and Alabama shipping points, selected weeks, 1962 and 1963

Week ended	:California, Kern Co. 1/		:Florida, Hastings 2/		:Alabama, Baldwin 3/	
	: 1963	: 1962	: 1963	: 1962	: 1963	: 1962
	\$ per cwt.		\$ per cwt.		\$ per cwt.	
April 26	2.54	----	3.00	3.50	----	----
May 3	2.45	----	2.50	3.75	----	----
May 10	2.24	3.47	2.30	3.75	----	----
May 17	2.07	2.78	2.25	3.85	2.88	3.50
May 24	2.07	2.30	2.48	3.95	2.16	3.00
May 31	2.02	2.49	2.06	4.00	1.94	3.03
June 7	1.69	2.52	2.05	----	1.95	3.50
June 14	1.62	3.00	----	----	2.00	3.99*
June 21	1.68	2.52	----	----	----	----
June 28	2.08	2.16	----	----	3.25	----
July 5	1.94	2.47	----	----	3.12	4.52
July 12	2.56	2.39	----	----	2.56	3.50
July 19	2.83	----	----	----	2.50	2.90
July 26	----	----	----	----	2.50	2.60

Note: Prices are weekly averages of the mid-point of the daily range.

1/ Prices for Long Whites, U.S. No. 1, Size A, or better.

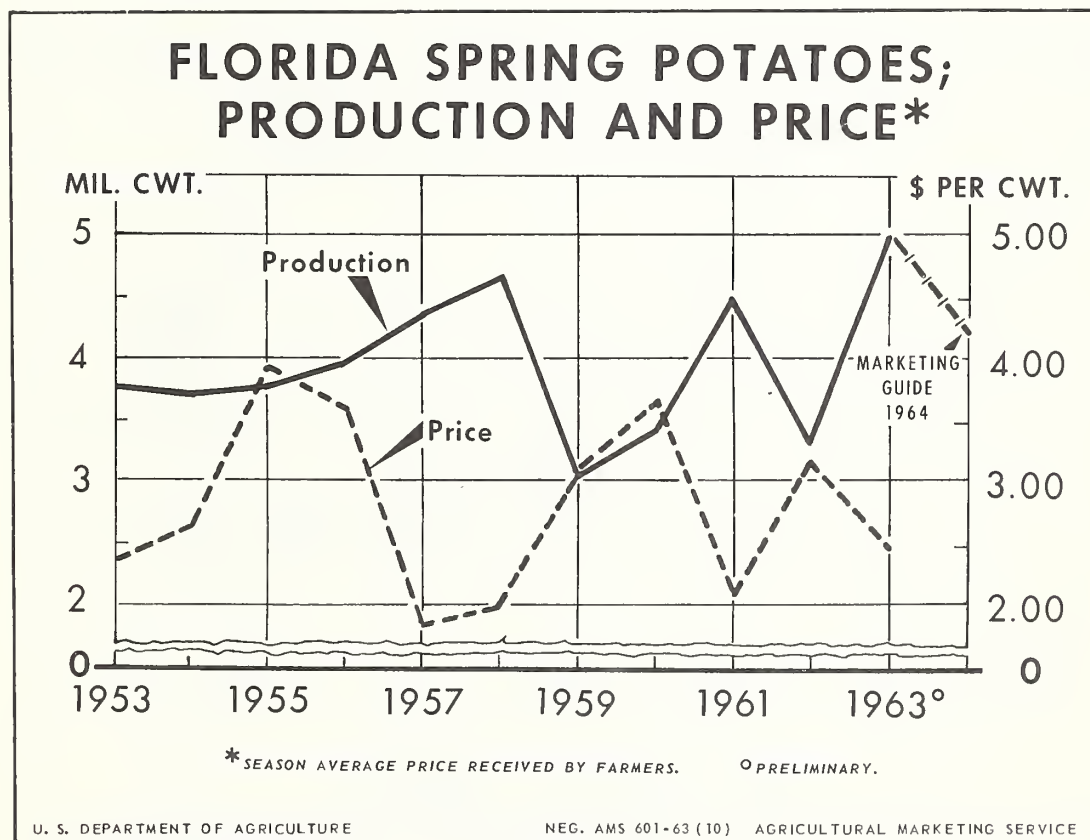
2/ Prices for Sebagoes, U.S. No. 1, Size A, or better.

3/ Prices for round reds, U.S. No. 1 Size A, or better; late June and July prices are for sales originating in the Sand Mountain area.

Florida: A substantial increase in acreage in Florida in 1963 combined with a record yield per acre resulted in a record production. The total crop of 5.0 million hundredweight was 52 percent larger than in 1962, and 25 percent more than the 1957-61 average. Most of the crop originated in the Hastings area.

Harvesting started early in April. During this month, most of the supply was sold to potato chippers. Prices paid by processors for Sebagoes, grading at least 85 percent U.S. No. 1, Size A, ranged from \$2.50 to \$4.25 per hundredweight in April, and from \$1.75 to \$2.50 in May. Offerings to fresh market were limited until the end of April, but thereafter, increased sharply. Approximately 30 percent of the crop was marketed in April, 60 percent in May, and 10 percent in June. Sales during June were unusually heavy. Although growers' prices generally were held in check throughout the season, the record yield resulted in a high gross return per acre.

With a more typical spring marketing season in 1964, such as the usual early build-up in supplies in western States, marketing opportunities for Florida growers in 1964 could be less favorable than in 1963. A moderate cut in production in Florida in 1964 would result in a supply in better balance with market potential.

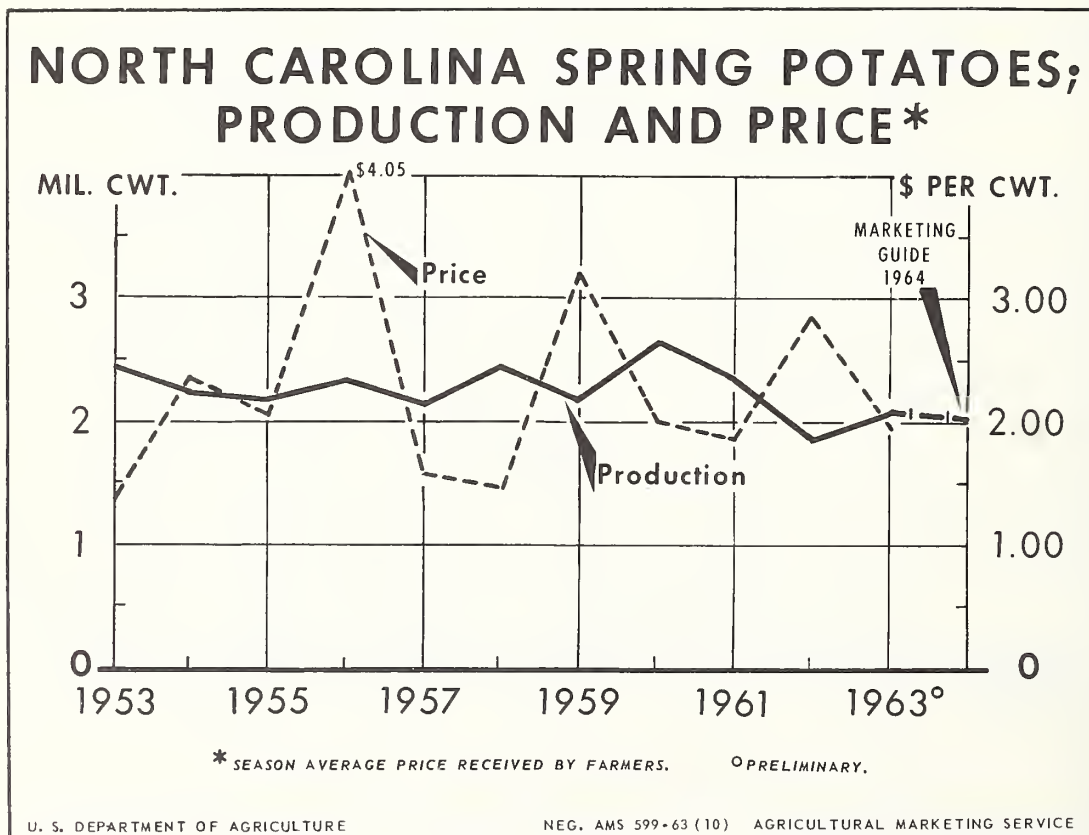


North Carolina: In 1963, total spring plantings were a record-low 15,000 acres, and compared with 15,400 acres planted in 1962. Average yield per acre of 143 hundredweight was an area record. Total production was 2.1 million hundredweight, 13 percent above 1962, but 11 percent below the 1957-61 average.

Due to cold, wet weather, the crop was delayed. Harvest started the second week in June, about ten days later than usual. After mid-June, volume increased rapidly, with shipments peaking the last week in June, and tapering off the first half of July. Heavy shipments developed on the Eastern Shore of Virginia the last week in June, and as a result, market need for North Carolina supply was reduced.

At North Carolina shipping points, prices trended downward as the season progressed. Prices for Pungos, U.S. No. 1, Size A, ranged mostly from \$1.40 to \$2.00 per hundredweight. Prices for Cobblers ranged mostly from \$1.40 to \$1.75. Market tone for the small supply of round reds was relatively strong; quotations ranged mostly from \$2.25 to \$2.75.

Market potential for North Carolina spring potatoes in 1964 is not likely to vary significantly from that in 1963. A moderately smaller acreage in 1964 should result in an adequate supply.



POTATOES, TOTAL SPRING CROP: Selected data for 1951-63 crops

Crop year	Acreage harvested	Yield per acre	Production: Million cwt.	Disposition		Price $\frac{1}{2}$	Value of sales
				on farms	Sold		
	1,000 acres	Cwt.	Million cwt.	Million cwt.	Million cwt.	Dollars	\$ Million
1951	191.1	121	23.1	3.3	19.8	2.39	47.2
1952	199.2	128	25.5	2.8	22.7	3.98	90.3
1953	235.7	134	31.5	5.1	26.4	1.65	43.5
1954	188.8	137	25.9	2.8	23.1	2.62	60.6
1955	190.4	146	27.8	2.5	25.3	2.39	60.3
1956	176.6	146	25.9	2.0	23.9	4.11	98.2
1957	185.5	170	31.5	2.2	29.3	1.51	44.2
1958	184.4	154	28.4	2.2	26.2	1.98	52.0
1959	144.9	178	25.8	1.7	24.1	3.22	77.7
1960	161.7	185	29.9	1.4	28.5	2.66	75.7
1961	159.2	203	32.4	1.5	30.9	1.77	54.8
1962	133.1	189	25.1	1.3	23.8	2.48	58.9
1963*	141.5	206	29.2	N.A.	N.A.	1.95	N.A.

*Preliminary; N.A. - not available.

$\frac{1}{2}$ Season average price per cwt. received by farmers.

POTATOES: Estimated shipments from major spring
producing areas, selected months, 1962-63

State	:	April	:	May	:	June	:	July	:	Total
	:		:		:		:		:	April-
	:		:		:		:		:	July
<hr/>										
- - - - - <u>Carlot equivalents</u> - - - - -										
<hr/>										
Alabama:										
1962	--			2,639		1,787		442		4,868
1963	--			1,475		2,007		590		4,072
Arizona:										
1962	--			755		3,430		334		4,519
1963	36			1,487		2,899		408		4,830
California: 1/										
1962		874		4,472		14,443		10,163		29,952
1963		1,569		6,572		13,135		8,632		29,908
Florida: 2/										
1962		2,891		4,165		59		--		7,115
1963		3,501		6,213		1,040		--		10,754
South Carolina:										
1962	--			16		38		--		54
1963	--			--		230		--		230
North Carolina:										
1962	--		--	--		770		903		1,673
1963	--		--	--		1,298		933		2,231
Texas:										
1962		152		64		30		875		1,121
1963		39		255		85		907		1,286

Note: Data subject to revision, and does not necessarily represent all shipments.

1/ April total includes some "winter crop" supplies; July total includes some "early summer" supplies; includes intrastate truck unloads.

2/ April total includes some "winter crop" supplies.

